

### REMARKS

This amendment is offered in response to the Office Action of December 29, 2006.

The previous amendment, dated March 29, 2007, has not been entered.

At the outset, the Applicant wishes to thank the Examiner for the helpful interview on May 16, 2007, as well as the many helpful telephone conversations.

The Office Action rejected Claims 27-34 under 35 U.S.C. §103(a) over the Shanok reference (U.S. Patent No. 3,675,355).

In the interview of May 16, 2007, the Examiner stated that if Claim 27 were amended to recite that the image appeared to rise “vertically” from the surface that this would define over the prior art.

Claim 35, dependent upon Claim 27, has been added to recite that the reconfigured planar image is horizontal and that the image appears “to protrude vertically ...”. This language was not incorporated into Claim 27 as such language would be inconsistent with dependent Claim 34 which recites that the planar print carrier is a vertical surface. In order to accommodate surfaces which were other than horizontal, new Claim 36 recites that the image appears “to protrude perpendicularly”. It is respectfully submitted that this is within at least the spirit of the Interview Summary of May 16, 2007 and defines over the cited art.

However, it is further envisioned that the image may appear to be something other than vertical (for a horizontal surface) or perpendicular (for other than horizontally oriented surfaces). By way of non-limiting example, when viewed from the given angle, a cell phone may appear to arise at a 75 degree angle from horizontal. Therefore, Claim 27, which is independent, has been amended to recite “wherein the first and second orthogonal directions form a plane different

from the plane of said planar image". It is respectfully submitted that this is likewise within at least the spirit of the Interview Summary of May 16, 2007 and defines over the cited art.

It is therefore respectfully submitted that the rejection under 35 U.S.C. §103(a) has been overcome.

For all of the reasons above, it is respectfully submitted that all of the presently pending claims are in immediate condition for allowance. The Examiner is respectfully requested to withdraw the rejections of the claims, to allow the claims, and to pass this application to early issue.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ronald E. Brown", with a stylized, flowing script.

Ronald E. Brown  
Registration No. 32,200

Day Pitney LLP  
7 Times Square  
New York, New York 10036-7311  
212-297-5800